

LINGUISTICS

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Topical problems of cross-cultural communication

It covers the following topical issues: how to realize the unity of language and culture, in which the language performs a communicative function; as learning the language, to penetrate into the cultural world of the people aware of their social and cultural conditioning, as well as getting to know the various phenomena of cultural life, receive and improve language skills. In this regard, in the context of the realities of the Bologna process the task is to prepare teachers of foreign languages, who themselves are free to communicate in intercultural level and are able to teach foreign language for successful communication with other cultures - provide interesting knowledge on culture, motivate themselves, expand and complement the knowledge, reflect on their cultural identity, cultivate respect for their cultural norms and standards adopted in other cultures, to raise the question of the development of strategies for intercultural communication.

Key words: intercultural communication, intercultural competence, means of communication, the Bologna process, communicative behavior.

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